

Rural and Regional Affairs and Transport Committee
ANSWERS TO QUESTIONS ON NOTICE
Budget Estimates May 2012
Agriculture, Fisheries and Forestry

Question: 111

Division/Agency: Agricultural Productivity Division/Meat and Livestock Australia

Topic: Domain names purchased by Meat & Livestock Australia

Proof Hansard page: 102 (22/05/2012)

Senator RHIANNON asked:

Senator RHIANNON: Can you supply the committee with a list of all the domain names that you have bought up?

Mr Hansen: Sure, yes.

Senator RHIANNON: So, to ask the question again, in using the name 'animalsaustralia', it is just a coincidence that it is similar to the name of an animal welfare organisation?

Mr Hansen: That is right. Again, I say 'aussiebeef', 'australianbeef', 'australiananimals', 'animalsaustralia', 'beefaustralia' are all combinations of domain names that we have been able to purchase.

Senator RHIANNON: You are probably aware that sometimes people register website names and then create a fake website that fraudulently poses as something it is not. Has that been discussed?

Mr Hansen: No, it has not been discussed and those are not the kinds of values our company or our industry operates to.

Senator RHIANNON: When were these domain names purchased?

Mr Hansen: There would be a range of years. We could provide the years in which they were purchased when we provide the list of names.

Senator RHIANNON: When they were purchased and the names of the different websites you have. How many websites do you have at the moment that are active for MLA?

Mr Hansen: Let me take that on notice. It is probably in the vicinity of 16 at the moment. There are our producer focused websites, our red meat recipe focused websites, our specific initiatives such as www.target100.com.au website. For a lot of our initiatives we have stand-alone websites. Off the top of my head, I do not have the number of websites we currently have active and working. We also have our foreign language websites that operate in Japan, Korea, Russia, South-East Asia.

Answer:

Meat and Livestock Australia (MLA) has purchased 118 domain names since the company was formed in 1999. MLA has 16 websites that are active at the moment. A list of domain names is provided below:

Active Websites

acutabov.net.au

aussiebeef.jp

australian-beef.com.au

australian-lamb.com.au

australian-meat.com.au

chefsspecial.com.au

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ilovebeef.co.kr
lambandbeef.com
loveaussiebeefandlamb.com
mla.com.au
mlablackbox.com
redmeatgreenfacts.com.au
redmeatinnovation.com.au
sheepgenetics.org.au
target100.com.au
themainmeal.com.au

Other domain names

a-cut-above.com.au
agrisure.com.au
amazingfood.com.au
animalsaustralia.com.au
animalsaustralia.info
animalsaustralia.net
animalsaustralia.net.au
animaltransportcare.com
animaltransportcare.com.au
asianbeefguide.com
ausgraze.com.au
ausgraze.net.au
ausgraze.org.au
aussie-beef.com
aussielamb.jp
australian-goat.com.au
australianredmeat.com.au
beefandlamb.com.au
beeflex.com.au
beefnet.com.au
beefup.com.au
cattlefutures.com.au
chefspecial.com.au
eatbeef.com.tw
eatingqualityassured.com
eatingqualityassured.com.au
edgenetwork.com.au
enticemag.com
enticemag.com.au
enticemagazine.com.au
eyci.com.au
feedbacktv.com.au
foodfacts.com.au
handlewithcare.net.au

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lambassador.com.au
lambplan.com
lambplan.com.au
lambrecipes.com.au
liveexportcare.com
liveexportcare.com.au
liveexportcare.info
liveexportcare.net
liveexportcare.net.au
liveexportcare.org
liveexportcare.org.au
liveexports.com.au
livestockexports.com.au
loveaussiebeef.com
loveaussiebeef.com.au
loveaussiebeefandlamb.com.au
loveaussielamb.com
loveaussielamb.com.au
loveaustralianbeef.com
loveaustralianbeefandlamb.com
loveaustralianbeefandlamb.com.au
loveaustralianlamb.com
mastercuts.com.au
meat4health.com.au
meatandlivestock.com.au
meatandlivestockaustralia.com
meatandlivestockaustralia.com.au
meatingpoint.com.au
meatingpoint.net
meatlivestockaustralia.com
meatstandardsaustralia.com.au
mla.co.kr
mlaeurope.com
mlaicaprogram.com.au
mlana.com
mlanacrm.com
mlaprimetime.com.au
msagrading.com
msagrading.com.au
nlis.com.au
nlrs.com.au
nvd.com.au
prograzier.com
prograzier.com.au
rampower.com.au

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redalert.net.au
redalertclub.com.au
redmeat.net.au
redmeat.org.au
redmeatamazingfood.com
redmeatamazingfood.com.au
redmeatandlivestock.com
redmeatandlivestock.com.au
redmeatandnutrition.com.au
redmeat-feelgood.com.au
redmeatgreenfacts.com
redmeatnutrition.com.au
rmnc.com.au
safefood.net.au
safemeat.com.au
safemeat.org
virtualfarmvisit.com
virtualfarmvisit.com.au
votelamb.com
votelamb.com.au
wellred.com.au
weloveourlamb.com.au
we-love-our-lamb.com.au

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Division/Agency: Agricultural Productivity Division/Meat and Livestock Australia

Topic: Publication of Meat & Livestock Australia research reports

Proof Hansard page: 103 (22/05/2012)

Senator RHIANNON asked:

Senator RHIANNON: How many of your research reports have been published in scientific journals?

Mr Hansen: I would have to take that on notice.

Answer:

In the 2011–12 financial year, results from Meat and Livestock Australia funded research have been published in at least 58 scientific journals.